CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
482961 /	06213752

Product
D HELLER FOR SENATE

Contract Dates	Estimate #
08/29/12 - 09/04/12	

Advertiser	Original Date / Revision
Dean Heller For Senate	06/26/12 / 08/08/12

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
KVVU	Teresa Difuria	TELEREP-PHIL

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	08/29/12	08/31/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays --W-F--	Spots/Week 2	Rate $235.00							
N 2	KVVU	08/30/12	08/30/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays ---2---	Spots/Week 2	Rate $235.00							
N 3	KVVU	09/03/12	09/04/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	$470.00
Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $235.00							
N 4	KVVU	08/29/12	08/31/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	$1,540.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays --W-F--	Spots/Week 4	Rate $385.00							
N 5	KVVU	08/30/12	08/30/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$385.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays ---1---	Spots/Week 1	Rate $385.00							
N 6	KVVU	09/03/12	09/03/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	$770.00
Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays 2------	Spots/Week 2	Rate $385.00							
N 7	KVVU	09/04/12	09/04/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	$385.00
Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays -1-----	Spots/Week 1	Rate $385.00							
N 8	KVVU	08/29/12	08/31/12	More M-F 9-10a	M-F 9a-10a		:30			NM	3	$300.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00							
N 9	KVVU	09/03/12	09/04/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	$200.00
Week:	Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00							
N 10	KVVU	08/29/12	08/31/12	Cold Case Files	1-2pm		:30			NM	3	$300.00
Week:	Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00							
N 11	KVVU	09/03/12	09/04/12	Cold Case Files	1-2pm		:30			NM	2	$200.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						

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Advertiser	Original Date / Revision
Dean Heller For Senate	06/26/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 12	KVVU	08/29/12	08/31/12	Cops	2-3p		:30			NM	3	$300.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 13	KVVU	09/03/12	09/04/12	Cops	2-3p		:30			NM	2	$200.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 14	KVVU	08/29/12	08/31/12	Anderson	3-4p		:30			NM	3	$300.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $100.00						
N 15	KVVU	09/03/12	09/04/12	Anderson	3-4p		:30			NM	2	$200.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $100.00						
N 16	KVVU	08/29/12	08/31/12	The Dr.Oz Show	4-5p		:30			NM	3	$465.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $155.00						
N 17	KVVU	09/03/12	09/04/12	The Dr.Oz Show	4-5p		:30			NM	2	$310.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $155.00						
N 18	KVVU	08/29/12	08/31/12	Fox 5 News at 5	5-530p		:30			NM	3	$825.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $275.00						
N 19	KVVU	09/03/12	09/04/12	Fox 5 News at 5	5-530p		:30			NM	2	$550.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $275.00						
N 20	KVVU	08/29/12	08/31/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	$795.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 3	Rate $265.00						
N 21	KVVU	09/03/12	09/04/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	2	$530.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 2	Rate $265.00						
N 22	KVVU	08/29/12	08/31/12	MORE Access	6-7pm		:30			NM	6	$870.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 6	Rate $145.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
6	*KVVU*	*08/27/12-09/02/12*		*MORE Access*	*6-7pm*	---WThF----	*:30*		*~~$145.00~~*	*NM*		
See MG 22.7												
7	KVVU	08/31/12-08/31/12		Fox 5 News at 6pm	M-F 6-630pm	------F----	:30		$145.00	NM		
Ⓜ	MG for 22.6 08/31											
N 23	KVVU	09/03/12	09/04/12	MORE Access	6-7pm		:30			NM	4	$580.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 4	Rate $145.00						
N 24	KVVU	08/29/12	08/31/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	$4,500.00
Week:		Start Date 08/27/12	End Date 09/02/12	Weekdays --WTF--	Spots/Week 6	Rate $750.00						
N 25	KVVU	09/03/12	09/04/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	$3,000.00
Week:		Start Date 09/03/12	End Date 09/09/12	Weekdays MT-----	Spots/Week 4	Rate $750.00						
N 26	KVVU	08/30/12	08/30/12	Fox 5 News M-F 11p	M-F 11-1135p		:30			NM	1	$450.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	---1---	1				$450.00			
N 27	KVVU	09/01/12	09/01/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	-----1-	1				$500.00			
N 28	KVVU	09/02/12	09/02/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$150.00			
N 29	KVVU	09/02/12	09/02/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	$745.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$745.00			
N 30	KVVU	09/02/12	09/02/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	$425.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	------1	1				$425.00			
N 31	KVVU	08/29/12	08/31/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	$2,190.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		08/27/12	09/02/12	--WTF--	6				$365.00			
N 32	KVVU	09/03/12	09/04/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	$1,460.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		09/03/12	09/09/12	MT-----	4				$365.00			
									Totals		84	$24,835.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/04/12	84	$24,835.00	$21,109.75
Totals	84	$24,835.00	$21,109.75

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.12
CHANGES *** KVVU-TV ***

REP HEADLINE# 6213752 TRF# 482961
$$$ MOD# 0: UNAPPROVED REV #1 $$$

ADV #_____ ADV. NAME POLI/D HELLER/R/SEN/NV REP.#_____ OFF.# 762 SALESMAN #_____

AGY # 1751 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME NEIL WILLIAMS

3299 K. STREET NW, SUITE 200 SALES PRSN PH- TERESA DIFURIA

WASHINGTON, DC 20007

ORDER #_____ CONTRACT # 6213752 CLASS: NATL. LOCAL REGIONAL

PRDCT D HELLER FOR SENATE EST#____ COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG29/12 SEP4/12 WK-1

CITY TAX_____ STATE TAX_____ CO-OP BILLING NEEDED_____ DATE AUG8/12 13.12

REP: TO ROSE
FR NIKKI
OK'D M1 SEE LINE 33
TOTAL SAME
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

DEAN HELLER FOR SENATE

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22		S	600P-700P	30		$145.00	8/29	8/31	5		W-F	5
	PROGRAM : MORE CON COM1: MAX 2X DAY											
33		A	600P-630P	30		$145.00	8/31	8/31	1		FRI	1
	PROGRAM : FOX5 6P NEWS ORD COM1: PRG CHG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR AUG31 ON LINE-22 FOR 1 SPOT/WK											

STATION MAKEGOOD OFFERS:
M1 OK'D BUY#22 MISSED:W-F/600P-700P AUG31 30S $145.00 (AUG7/12)
OFFER:FRI/600P-630P AUG31 30S $145.00 PLS ADVISE.
CMT:PRG CHG. PRE-BOOKED PLS APPROVE.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
REP HEADLINE# 6213752 TRF# 482961 ORDER WORKSHEET HARRIS REPORT FROM REP AUG8/12 13.12
$$$ MOD# 0: UNAPPROVED REV #1 $$$ **CHANGES** *** KVVU-TV ***

LINE#	REP LINE#	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS

SEP/12 24835.00

CONTRACT TOTAL 24835.00
TOTAL SPOTS 84

MARKET TOTALS $165,566 KVVU 15% KSNV 22% KLAS 36% KTNV 18% KVMY 4% KVCW 3% CABL 0%
KTUD 2%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE